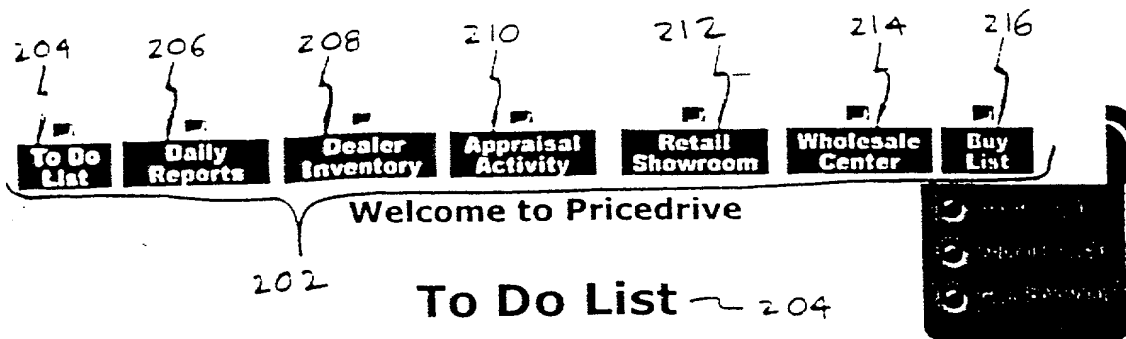


FIG. 1



Total Vehicles in Stock 220

Wholesale: 9 222 Retail: 30 224 Total: 39 226

PRICEDRIVE RECOMMENDATION 230

To achieve your target, Pricedrive recommends that you
INCREASE inventory by **51** vehicles

256 ACTION PLAN

SUMMARY 240

Wholesale Today 242 9 Vehicles

Review Retail Purchase Needs 244 51 Vehicles

Retail Today 246 0 Vehicles

Vehicles to Watch 248 10 Vehicles

Review Wholesale Purchase Offers 250 0 Offers

258 Review Activity Center Summary 252 8 Vehicles

Add Wholesale Description 8 Vehicles

Day Supply 260 254

Current Day Supply 14 262

Target Day Supply 40 264

200

FIG. 2

204 L	206 L	208 L	210 L	212 L	214 L	216 L
To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List

202 Welcome to Pricedrive

Wholesale Center (9 vehicles)						
Dealership Vehicles Market Vehicles						
Year	Make	Model	Stock	Mileage	Color	# Bids
1996	DODGE	NEON-4	H3256B	128192	BLUE	0
1994	CHRYSL	NEW YOR	A14514	97048	BROWN	0
2000	MAZDA	MX-5 MI	P3241	8752	SILVER	0
1999	FORD	CONTOUR	P3245	32165	GREEN	0
1996	FORD	T RANGER-	A14549	39840	BLACK	0
1993	PONTIA	BONNEVI	H3262B	142332	BURGUNDY	0
1986	BUICK	ELECTRA	A14505B	120461	SILVER	0
1994	FORD	ESCORT-	H3278B	135980	RED	0
1996	NISSAN	ALTIMA-	A14382	80511	BEIGE	0

300

FIG. 3(a)

TOP SECRET

To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List
Welcome to Pricedrive						<input type="radio"/> Locate a Car <input type="radio"/> Appraise a Car <input type="radio"/> Get Book value
Wholesale Center Offers 350						
354	352	356	358	360	362	364
VIN		Year	Make	Model	Mileage	Color
1HGCB755XMA110365		1991	HONDA	ACCORD	117043	BLUE
Offers 370						
374	366	368	372			
High Offer Amount	Site Area	Offer Date	Dealer Name			
\$2600 Sell Now?	WC	4/28/2001 1:04:35 PM	Ed Scherl Ent. Inc			
\$2500 Sell Now?	WC	4/28/2001 10:41:04 AM	Car World Inc.			
\$2569 Sell Now?	WC	4/25/2001 6:49:33 PM	Car World Inc.			

350

FIG. 3(b)

0986245-4003
101006 91429860

To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List
------------	---------------	------------------	--------------------	-----------------	------------------	----------

Welcome to Pricedrive

Wholesale Center Offer

375

Year 1996

Make CHEVRO

Model MONTE CARLO

Mileage 96637

Color BLACK

VIN 2G1WX12X4T9277503

380

Make Your Offer

Minimum: \$0

Maximum: \$0

Submit

390

Leave 'Minimum' empty to submit one offer.

(Enter Comment Above)

385

- Locate a Car
- Appraise a Car
- Get Book Value

FIG. 3(c)

Retail Sales Trends

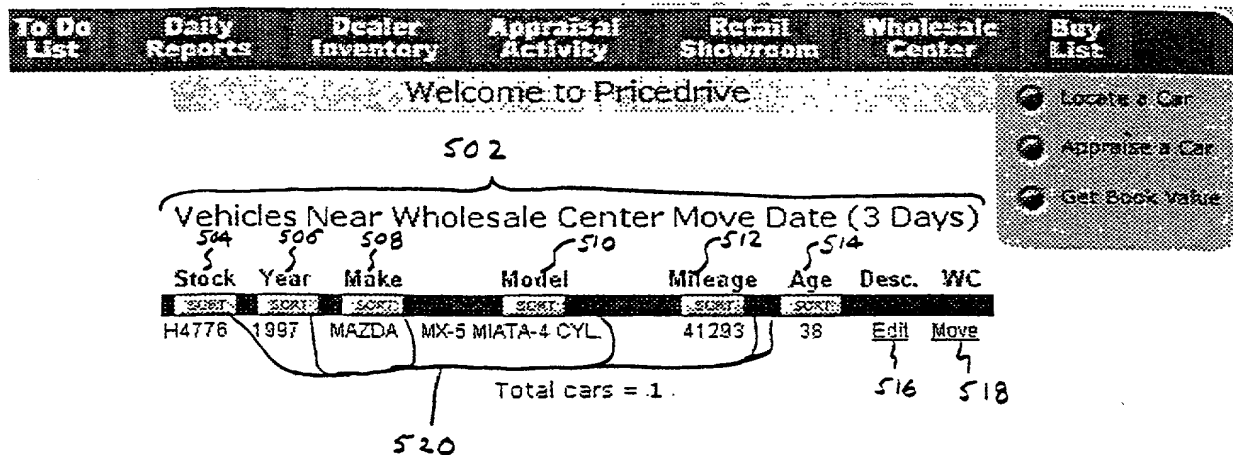
492 494 406 408

Make*△	Model*△	Metrics	▽ Qty Sold Last 6 mo	▽ Qty Sold Last 90 days	▽ Qty Sold Last 60 days	▽ Qty Sold Last 30 days	▽ Current Stock
	626		72	50	38	29	10
	PROTEGE-4 CYL		28	17	15	7	6
MAZDA	MPV-V6		21	15	11	6	1
	MILLENNIA-V6		17	11	8	7	3
	B SERIES PICKUP		7	3	3	3	1
FORD	CONTOUR-4 CYL		5	4	2	2	0
JEEP	GRAND CHEROKEE-6 CYL		5	2	2	1	1
CHEVROLET	MALIBU-V6		3	2	2	0	0
MERCURY	SABLE-V6		3	2	2	1	0
TOYOTA	CAMRY		3	1	1	1	0
ACURA	TL-5 CYL		2	2	2	2	0
FORD	TAURUS-V6		2	1	1	0	0
FORD TRUCK	EXPLORER-V6		2	1	0	0	0
MAZDA	MX-5 MIATA-4 CYL		2	1	1	1	1
MITSUBISHI	GALANT-4 CYL		2	2	2	0	0
NISSAN/DATSUN	SENTRA-4 CYL		2	2	1	0	0
TOYOTA	COROLLA-4 CYL		2	1	1	0	0
BUICK	REGAL CUSTOM-V6		1	0	0	0	0
CHEVROLET	LUMINA-V6		1	0	0	0	0
CHEVROLET TRUCK	S10 PICKUP-V6		1	1	1	1	0
CHRYSLER	300M-V6		1	0	0	0	0
	CIRRUS		1	1	0	0	0
HONDA	ACCORD		1	0	0	0	0
	PASSPORT-V6		1	1	0	0	0
HYUNDAI	TIBURON-4 CYL		1	0	0	0	0
JEEP	GRAND CHEROKEE-V8		1	1	0	0	0
MAZDA	B4000 PICKUP-V6		1	0	0	0	0
	TRIBUTE		1	1	1	0	0
MERCURY	MYSTIQUE-4 CYL		1	0	0	0	0
MITSUBISHI	MIRAGE-4 CYL		1	0	0	0	0
NISSAN/DATSUN	MAXIMA-V6		1	0	0	0	2

400

FIG. 4

101001-91429860



500

FIG. 5

Vehicles to Watch

					Metrics			
					▽ Curr	▽ Avg	▽ Avg	▽ Avg
					Days in	Days in	Gross	ROI
					Stock	Stock	Profit	
Stock	Number	Year	Make*	Model*	Warning			
614	616	618	620	612	602	622	624	626
A14591	1999	VOLKSWAGEN	NEW BEETLE-4 CYL.	No History Available	17	N/A	N/A	N/A
A14414	1998	SUBARU	FORESTER-4 CYL.	No History Available	18	N/A	N/A	N/A
P3292	2000	FORD	FOCUS-4 CYL.	No History Available	0	N/A	N/A	N/A
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.	No History Available	6	N/A	N/A	N/A
H3217B	1993	FORD	ESCORT	No History Available	1	N/A	N/A	N/A
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	44	\$ 355	19%
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0	44	\$ 355	19%
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	Add Description Over Age - Wholesale	64	33	N/A	31%
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	Below Minimum ROI	6	33	N/A	31%
P3245	1999	FORD	CONTOUR-4 CYL.	Add Description Over Age - Wholesale	50	18	\$ 1,548	N/A

600

FIG. 6

- Locate a Car
- Appraise a Car
- Get Book Values

702

304

706

708

710

2001
712

714

details:

Dealer ~ 724

2726

1

details

DealerEd Scherl Ent. Inc51detail

Dealer

Ed Scherl Ent. Inc

5

detail

Dealer

Ed Scherl Ent. Inc

Car World Inc.

Car World Inc.

700

FIG. 7

To Do
ListDaily
ReportsDealer
InventoryAppraisal
ActivityRetail
ShowroomWholesale
CenterBuy
List

Welcome to Pricedrive

Consider for Wholesale Center

802 ⚡ Stock	804 ⚡ Year	806 ⚡ Make	808 ⚡ Model	810 ⚡ Mileage	812 ⚡ Current Days in Stock	814 ⚡ 6mo Avg. Gross Profit	816 ⚡ 6mo Avg. ROI %	818 ⚡ Warning	820 ⚡ Move to WC?
⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡	⚡
H3217B	1993	FORD	ESCORT		1	N/A	N/A	No History Available	<input type="checkbox"/>
P3292	2000	FORD	FOCUS-4 CYL.	4900	0	N/A	N/A	No History Available	<input type="checkbox"/>
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	35966	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	30910	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.	31762	6	N/A	N/A	No History Available	<input type="checkbox"/>
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	34923	6	N/A	31%	Below Minimum ROI	<input type="checkbox"/>
A14414	1998	SUBARU	FORESTER- 4 CYL.	52403	18	N/A	N/A	No History Available	<input type="checkbox"/>
A14591	1999	VOLKSWAGEN	NEW BEETLE-4 CYL.	17806	17	N/A	N/A	No History Available	<input type="checkbox"/>

Total vehicles = 8

Select All

Clear All

Update

800

FIG. 8

To Do
List

Daily
Reports

Dealer
Inventory

Appraisal
Activity

Retail
Showroom

Wholesale
Center

Buy
List

Welcome to Pricedrive

Wholesale Vehicles Needing Description

⁹⁰⁴ Stock	⁹⁰⁶ Year	⁹⁰⁸ Make	⁹¹⁰ Model	⁹¹² Mileage	⁹¹⁴ Text
A14505B	1986	BUICK	ELECTRA PARK AVENUE	120461	Add ~ 902
A14514	1994	CHRYSLER	NEW YORKER-V6	97048	Add
H3256B	1996	DODGE	NEON-4 CYL.	128192	Add
P3245	1999	FORD	CONTOUR-4 CYL.	32165	Add
H3278B	1994	FORD	ESCORT-4 CYL.	135980	Add
A14549	1996	FORD TRUCK	RANGER-V6	39840	Add
H3262B	1993	PONTIAC	BONNEVILLE	142332	Add
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	8752	Add

Total vehicles = 8

900

FIG. 9

ACTION PLAN

1002 4 Stock Number	1004 4 Year	1006 4 Make	1008 4 Model	1010 4 Warning	Metrics Days in Stock	Current Days in Stock	ROI
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	Add Description Over Age - Wholesale		64	31%
P3245	1999	FORD	CONTOUR-4 CYL.	Add Description Over Age - Wholesale		50	N/A
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	Below Minimum ROI		6	31%
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI		0	19%
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI		0	19%

1000

FIG. 10

Retail Inventory Value Report

1202 1204 1206 1208 1210 1212 1214 1216 1218 1220

Rows: 30 Columns: 6

Stock Number	Year	Make	Model	Mileage	Retail Price	Vehicle ACV	Black Book (Avg Book)	NADA (Trade Value)	Curr Days in Stock
P3245	1999	FORD	CONTOUR-4 CYL	32,165	\$ 12,995	\$ 9,514	\$ 7650	\$ 8575	50
H3217B	1993	FORD	ESCORT	N/A	N/A	N/A	N/A	\$ 2190	1
P3292	2000	FORD	FOCUS-4 CYL	4,900	\$ 13,995	\$ 8,993	\$ 9725	\$ 10225	0
H3273	1998	JEEP	GRAND CHEROKEE-6 CYL	34,816	\$ 18,995	\$ 15,289	CK Book	\$ 15425	35
H3258	1998	MAZDA	626	31,148	\$ 13,798	\$ 10,649	CK Book	CK Book	43
H3281	1998	MAZDA	626	30,465	\$ 13,995	\$ 11,006	CK Book	CK Book	14
P3290	1998	MAZDA	626	45,134	\$ 15,995	\$ 12,247	\$ 8400	CK Book	0
H3288	1998	MAZDA	626	36,016	\$ 13,785	\$ 10,665	CK Book	CK Book	10
H3282	1998	MAZDA	626	36,100	\$ 13,495	\$ 10,008	CK Book	CK Book	6
H3287	1998	MAZDA	626	35,955	\$ 13,495	\$ 11,026	\$ 8700	CK Book	6
H3293	1998	MAZDA	626	36,255	\$ 13,995	\$ 8,665	CK Book	CK Book	1
H3294	1998	MAZDA	626	37,951	\$ 14,995	\$ 10,256	CK Book	CK Book	1
H3266B	1996	MAZDA	626	46,985	N/A	\$ 5,500	CK Book	CK Book	5
H3279	1999	MAZDA	B2500 PICKUP-4 CYL	31,762	\$ 11,995	\$ 8,840	CK Book	CK Book	6
P3291	1998	MAZDA	MILLENNIA-V6	17,360	\$ 18,995	\$ 15,210	\$ 12900	\$ 15700	0
H3297	1998	MAZDA	MILLENNIA-V6	23,632	\$ 18,995	\$ 15,544	\$ 12725	\$ 15475	0
H3295	1998	MAZDA	MILLENNIA-V6	36,690	\$ 17,995	\$ 15,166	\$ 12250	\$ 14825	0
P3286	1998	MAZDA	MPV-V6	37,816	\$ 18,995	N/A	CK Book	CK Book	10
P3241	2000	MAZDA	MX-5 MIATA-4 CYL	8,752	\$ 18,995	\$ 13,891	CK Book	CK Book	64
H3283	1997	MAZDA	MX-5 MIATA-4 CYL	34,923	\$ 14,995	\$ 10,873	CK Book	CK Book	6

1200

FIG. 12

Welcome to Pricedrive.

- Locate a Car
- Appraise a Car
- Get Book Value

Market Performance By Make And Model

Make: MAZDA

1306

1302

1312

1314

1304

1316

1318

1320

Price Range	Sold Last 6 Months	Sold Last 90 Days	Sold Last 60 Days	Sold Last 30 Days	Current Stock	6mo Avg Gross Profit	6mo Avg Days To Retail	6mo Avg ROI
N/A	21	9	4	2	1	\$ 1322	18	N/A
\$1-\$5000	6	2	1	1	1	\$ 1377	17	860%
\$5001-\$10000	34	22	12	6	8	\$ 1955	32	642%
\$10001-\$15000	103	55	39	19	11	\$ 1538	33	281%
\$15001-\$20000	2	0	0	0	0	N/A	14	N/A

1308

Mileage	Sold Last 6 Months	Sold Last 90 Days	Sold Last 60 Days	Sold Last 30 Days	Current Stock	6mo Avg Gross Profit	6mo Avg Days To Retail	6mo Avg ROI
N/A	1	0	0	0	0	\$ 31	N/A	N/A
1-20000	16	5	3	2	4	\$ 1333	28	242%
20001-40000	110	58	39	21	13	\$ 1416	32	247%
40001-60000	22	16	11	4	3	\$ 1148	21	329%
60001-80000	12	6	2	1	0	\$ 1914	37	1008%
80001-100000	2	1	0	0	0	\$ 425	28	N/A
100001+	3	1	1	0	1	\$ 102	39	N/A

1310

Year	Sold Last 6 Months	Sold Last 90 Days	Sold Last 60 Days	Sold Last 30 Days	Current Stock	6mo Avg Gross Profit	6mo Avg Days To Retail	6mo Avg ROI
2000	14	4	2	1	3	\$ 1102	33	161%
1999	6	3	1	1	1	N/A	41	N/A
1998	116	69	46	23	11	\$ 1843	28	463%
1997	15	5	2	1	3	\$ 1352	43	309%
1996	5	3	3	1	0	\$ 1155	28	439%
1995	3	2	1	1	0	\$ 1708	31	519%
1994	1	0	0	0	0	\$ 2334	22	1778%
1993	2	1	0	0	0	\$ 1149	26	880%
1991	1	0	0	0	0	N/A	N/A	N/A

1300

FIG. 13

To Do List	Daily Reports	Research a Vehicle	Dealership Inventory	Appraisal Center	Retail Showroom	Wholesale Center	Buy List
------------	---------------	--------------------	----------------------	------------------	-----------------	------------------	----------

Available Inventory Report 1400

1402 Year	1404 Make	1406 Model	1408 Mileage	1410 Color	1412 Area	1414 Dealership Name	1416 Dealership Contact Name	1418 Dealership Contact Number
1402	1404	1406	1408	1410	1412	1414	1416	1418
2000	MAZDA	MPV-V6	60000	BLACK	WC	Browns Mazda Alexandria	Mark Mcconville	703.660.8400
1996	MAZDA	PROTEGE-4 CYL	60000	BLACK	WC	Browns Mazda Alexandria	Mark Mcconville	703.660.8400

Total vehicles = 2

1420

Printer friendly version of this page 1422

1400

FIG. 14

To Do
ListDaily
ReportsDealer
InventoryAppraisal
ActivityRetail
ShowroomWholesale
CenterBuy
List

Dealership: Top Performing Retail Vehicles

Click to sort the Dealership Performance Report

Year	Make	Model	Volume Sold	Avg Gross Profit	Avg Days to Retail	Avg RCH
1995	MAZDA	MPV-V6	1	\$ 2,772	3	5529%
1994	MAZDA	MX-5 MIATA-4 CYL	2	\$ 3,454	8	2803%
1996	MAZDA	626	1	\$ 1,690	5	1735%
1995	TOYOTA	TACOMA	1	\$ 1,695	14	834%
1996	MAZDA	MX-5 MIATA-4 CYL	1	\$ 2,700	12	777%
	MAZDA	MPV-V6	1	\$ 1,266	7	738%
	FORD TRUCK	EXPEDITION-V8	1	\$ 2,459	7	731%
1998	SUBARU	IMPREZA-4 CYL	1	\$ 1,800	11	606%
	MAZDA	PROTEGE-4 CYL	11	\$ 1,061	23	505%
1996	PLYMOUTH	NEON-4 CYL	1	\$ 878	17	483%
1999	MAZDA	B3000 PICKUP-V6	2	\$ 1,551	30	382%
1998	MAZDA	MPV-V6	5	\$ 1,764	21	371%
	MAZDA	MILLENNIA-V6	9	\$ 2,100	36	369%
1997	MAZDA	MPV-V6	3	\$ 1,525	20	341%
1998	MAZDA	626	36	\$ 1,367	33	325%

Market: Top Performing Retail Vehicles

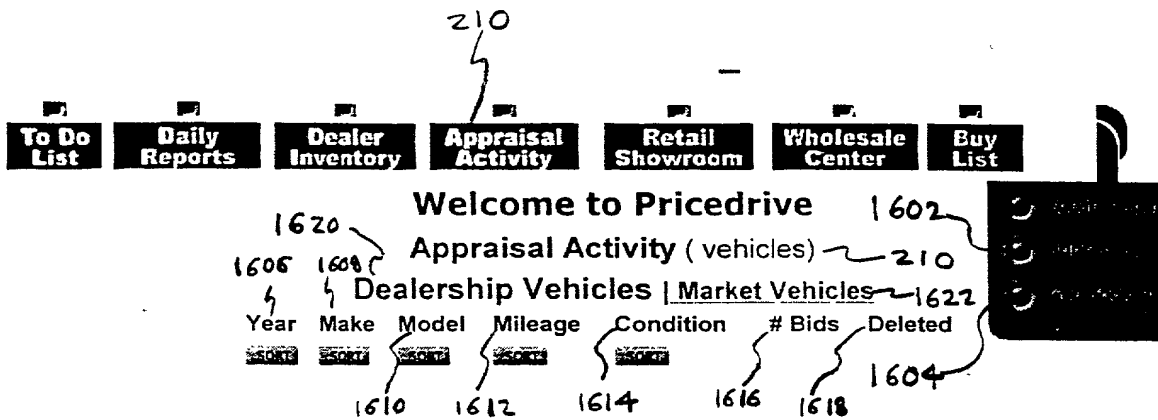
Click to sort the Market Top Performance Report

Year	Make	Model	Volume Sold	Avg Gross Profit	Avg Days to Retail	Avg RCH
1995	TOYOTA	CAMRY	6	\$ 2,759	32	2946%
1998	CHEVROLET	CAVALIER RS-L4	7	\$ 1,550	45	2675%
1994	TOYOTA	CAMRY	3	\$ 1,569	12	2184%
1999	ISUZU	RODEO-V6	4	\$ 2,440	20	1727%
	DODGE TRUCK	GRAND CARAVAN-V6	2	\$ 2,260	32	1611%
1996	TOYOTA	COROLLA-4 CYL	4	\$ 2,073	19	1368%
	JEEP	GRAND CHEROKEE-V8	7	\$ 2,317	21	1350%
1997	PLYMOUTH	VOYAGER-V6	3	\$ 2,710	10	1342%
1996	DODGE TRUCK	CARAVAN-V6	4	\$ 2,641	19	1330%
1997	DODGE TRUCK	RAM VAN 2500-V8	6	\$ 746	96	1044%
1995	NISSAN/DATSUN	SENTRA-4 CYL	4	\$ 860	19	1004%
1997	TOYOTA	CAMRY	14	\$ 1,495	59	910%
1995	HONDA	ACCORD	3	\$ 2,089	12	899%
1997	SATURN	SATURN-4 CYL	10	\$ 688	60	897%

1500

FIG. 15

104001-9149550



1600

FIG. 16(a)

Figure 1 is a screenshot of a computer screen displaying a menu bar at the top with the following options: "To Do List", "Daily Reports", "Research a Vehicle", "Dealership Inventory", "Appraisal Center", "Retail Showroom", "Wholesale Center", and "Buy List". The "Appraisal Center" option is selected, and a pop-up window titled "Appraise a Vehicle" is displayed. The window contains the following fields and controls:

- Vin:** A text input field labeled 1652.
- Mileage:** A text input field labeled 1656.
- Exterior Color:** A text input field labeled 1654.
- Condition:** A section labeled 1658 containing four radio buttons: "Excellent", "Fair", "Good", and "Poor".
- APPRAISE A CAR:** A button at the bottom of the window labeled 1660.

1650

FIG. 16(b)

To Do List Daily Reports Research a Vehicle Dealership Inventory Appraisal Center Retail Showroom Wholesale Center Buy List

APPRAISE A CAR 1670 1606 1620 Appraisal Center (1 vehicles) 1622

Dealership Vehicles Market Vehicles

Year	Make ~1608	Model ~1610	Mileage ~1612	Condition ~1614
2000	MAZDA	MPV-V6	12	Excellent

210

216

To Do List **Daily Reports** **Dealer Inventory** **Appraisal Activity** **Retail Showroom** **Wholesale Center** **Buy List**

Welcome to Pricedrive

Buy List ~ 216

- ☐ Locate a Car
- ☐ Appraise a Car
- ☐ Get Book Value

Add Vehicle to Buy List

1702 1704 1706 1708 1710 1712 1714 1716 1718 1720
 ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡
 Make Model Year From Year To Miles From Miles To Notes Hits Alert

<input type="button" value="SORT"/>	<input type="button" value="SORT"/>	<input type="button" value="SORT"/>	<input type="button" value="SORT"/>	<input type="button" value="SORT"/>	<input type="button" value="SORT"/>			
AUDI	200	1993	1997	0	200000	View		Delete
BMW	325	1994	2000	0	200000	Post	2	Delete

1700

FIG. 17(a)

To Do List **Daily Reports** **Dealer Inventory** **Appraisal Activity** **Retail Showroom** **Wholesale Center** **Buy List**

Welcome to Pricedrive

Buy List

1752 — Make:

1754 — Miles From: Miles To:

1758 — Year From: Year To:

Model:

1762

1764 — **ADD TO BUY LIST**

☐ Locate a Car

☐ Appraise a Car

☐ Get Book Value

1750

FIG. 17(b)